CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

SHORR JOHNSON MAGNUS
1831 CHEST NUT STREET
PHILADELPHIA, PA 19103

Contract / Revision	Alt Order #
345214 /	

Product
General

Contract Dates	Estimate #
11/02/12 - 11/05/12	

Advertiser	Original Date / Revision
CASEY FOR SENATE/PA DEMOCRATIC PAR	11/01/12 / 11/02/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCAU	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
06431	28711

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	11/02/12	11/05/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		:30			NM	4	$1,500.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----F--	2	$375.00							
Week:	11/05/12	11/11/12	M------	2	$375.00							
N 2	WCAU	11/02/12	11/05/12	6A-7A M-F	6A-7A M-F		:30			NM	4	$3,400.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----F--	2	$850.00							
Week:	11/05/12	11/11/12	M------	2	$850.00							
N 3	WCAU	11/05/12	11/05/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	2	$3,000.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	M------	2	$1,500.00							
N 4	WCAU	11/02/12	11/05/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	5	$3,250.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----F--	3	$650.00							
Week:	11/05/12	11/11/12	M------	2	$650.00							
N 5	WCAU	11/05/12	11/05/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F		:30			NM	2	$1,900.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	11/05/12	11/11/12	M------	2	$950.00							
N 6	WCAU	11/02/12	11/02/12	7P-730P M-F	7P-730P M-F		:30			NM	1	$1,150.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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11/02/12 - 11/05/12	General	

Advertiser	Original Date / Revision
CASEY FOR SENATE/PA	11/01/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - F - -	Spots/Week 1	Rate $1,150.00						
N 7	WCAU CDR	11/02/12	11/02/12	730P-8P M-F	730P-8P M-F		:30			NM	1	$1,300.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - F - -	Spots/Week 1	Rate $1,300.00						
N 8	WCAU CDR	11/02/12	11/02/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	1	$2,400.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - F - -	Spots/Week 1	Rate $2,400.00						
N 9	WCAU LUR	11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU		:30			NM	4	$700.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - - - S	Spots/Week 4	Rate $175.00						
N 10	WCAU CDR	11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUND/		:30			NM	4	$2,300.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - - - S	Spots/Week 4	Rate $575.00						
N 11	WCAU LUR	11/04/12	11/04/12	1130A-12P SUN @ ISSUE	1130A-12P		:30			NM	1	$100.00
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - - - S	Spots/Week 2	Rate $100.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WCAU*	*10/29/12-11/04/12*		*1130A-12P SUN @ ISSUE*	*1130A-12P*	- - - - - - - - - S	*:30*		*~~$100.00~~*	*NM*		
	Credited											
	NA-NOT AVAILABLE											
									Totals		29	$21,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	29	$21,000.00	$17,850.00
Totals	29	$21,000.00	$17,850.00

Signature: _____ **Date:** _____

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